

Rep Order# 6840766

Ver# 1

Status New

Traffic Order#

Printed: 08/10/2012 2:31 PM

1 of 6

EC'd Yes

Last Received: 08/10/2012 1:27 PM

Showing Buylines: All Lines

Station KOB-TV ALBUQUERQUE, NM.

Advertiser ().HEINRICH FOR NM-1

Product MARTIN HEINRICH

Estimate# 2200

Buyer Cathie Herrick

Phone#

Fax#

Agency () BUYING TIME

650 MASSACHUSETTS AVE,N.W., SUITE 210

WASHINGTON, DC 20001

Agency C/P1/P2/E 334/332/2200

Flight Dates 08/14/2012 - 08/22/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () MELISSA PALOMBO

Salesperson Phone# 215-344-1811

Salesperson FAX#

— CONTRACT COMMENT —

MARTIN HEINRICH FOR SENATE SC=*

— REMARKS —

THIS IS A NEW POLITICAL ORDER
MARTIN HEINRICH FOR SENATE
TOTAL = \$16,965
PLS. CONF. ASAP
THANKS
THERESA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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Rating: 4.7	1	TU	6A-7A	EYEWITNESS NEWS 4 TODAY	:30	\$425.00	08/14-08/14	1	1	1	\$425.00	
Rating: 4.7	2	W	6A-7A	EYEWITNESS NEWS 4 TODAY	:30	\$425.00	08/15-08/15	1	1	1	\$425.00	
Rating: 4.7	3	TH	6A-7A	EYEWITNESS NEWS 4 TODAY	:30	\$425.00	08/16-08/16	1	1	1	\$425.00	
Rating: 4.7	4	F	6A-7A	EYEWITNESS NEWS 4 TODAY	:30	\$425.00	08/17-08/17	1	1	1	\$425.00	
Rating: 4.7	5	M	6A-7A	EYEWITNESS NEWS 4 TODAY	:30	\$425.00	08/20-08/20	1	1	1	\$425.00	
Rating: 4.7	6	TU	6A-7A	EYEWITNESS NEWS 4 TODAY	:30	\$425.00	08/21-08/21	1	1	1	\$425.00	
Rating: 4.7	7	W	6A-7A	EYEWITNESS NEWS 4 TODAY	:30	\$425.00	08/22-08/22	1	1	1	\$425.00	

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Showing Buylines: All Lines

Station	KOB-TV ALBUQUERQUE, NM.	Agency	() BUYING TIME	Rep Firm	
Advertiser	() HEINRICH FOR NM-1		650 MASSACHUSETTS AVE.,N.W., SUITE 210	Sales Office	() PHILADELPHIA
Product	MARTIN HEINRICH		WASHINGTON, DC 20001	Salesperson	() MELISSA PALOMBO
Estimate#	2200	Agency C/P1/P2/E	334/332/2200		
Buyer	Cathie Herrick	Flight Dates	08/14/2012 - 08/22/2012	Salesperson Phone#	215-344-1811
Phone#		Hiatus Weeks		Salesperson FAX#	

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 Showing Buylines: All Lines 3 of 6

Traffic Order#

Rep Order#	6840766	Ver#	1	Status	New
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Station	KOB-TV	ALBUQUERQUE, NM.			
Advertiser	()	HEINRICH FOR NM-1			
Product	MARTIN HEINRICH				
Estimate#	2200				
Buyer	Cathie Herrick				
Phone#					
Agency	()	BUYING TIME			
		650 MASSACHUSETTS AVE,N.W., SUITE 210			
		WASHINGTON, DC 20001			
Agency C/P1/P2/E	334/332/2200				
Flight Dates	08/14/2012 - 08/22/2012				
Hiatus Weeks					
Rep Firm					
Sales Office	()	PHILADELPHIA			
Salesperson	()	MELISSA PALOMBO			
Salesperson Phone#	215-344-1811				
Salesperson FAX#					

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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Rating: 3.4	19	TU	12P-1P	EYEWITNESS NEWS 4 @ NOON	:30	\$175.00	08/21-08/21	1	1	1	\$175.00	
Rating: 5.2	20	TU	530P-6P	NBC NIGHTLY NEWS	:30	\$425.00	08/14-08/14	1	1	1	\$425.00	
Rating: 5.2	21	W	530P-6P	NBC NIGHTLY NEWS	:30	\$425.00	08/15-08/15	1	1	1	\$425.00	
Rating: 5.2	22	TH	530P-6P	NBC NIGHTLY NEWS	:30	\$425.00	08/16-08/16	1	1	1	\$425.00	
Rating: 5.2	23	M	530P-6P	NBC NIGHTLY NEWS	:30	\$425.00	08/20-08/20	1	1	1	\$425.00	
Rating: 5.2	24	TU	530P-6P	NBC NIGHTLY NEWS	:30	\$425.00	08/21-08/21	1	1	1	\$425.00	
Rating: 5.2	25	W	530P-6P	NBC NIGHTLY NEWS	:30	\$425.00	08/22-08/22	1	1	1	\$425.00	
Rating: 4.3	26	TU	5P-530P	EYEWITNESS NEWS @ 5PM	:30	\$425.00	08/14-08/14	1	1	1	\$425.00	
Rating: 4.3	27	W	5P-530P	EYEWITNESS NEWS @ 5PM	:30	\$425.00	08/15-08/15	1	1	1	\$425.00	
Rating: 4.3	28	F	5P-530P	EYEWITNESS NEWS @ 5PM	:30	\$425.00	08/17-08/17	1	1	1	\$425.00	
Rating: 4.3	29	M	5P-530P	EYEWITNESS NEWS @ 5PM	:30	\$425.00	08/20-08/20	1	1	1	\$425.00	

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Product	MARTIN HEINRICH				
Estimate#	2200				
Buyer	Cathie Herrick				
Phone#					
Agency	()	BUYING TIME			
		650 MASSACHUSETTS AVE,N.W., SUITE 210			
		WASHINGTON, DC 20001			
Agency C/P1/P2/E	334/332/2200				
Flight Dates	08/14/2012 - 08/22/2012				
Hiatus Weeks					
Rep Firm					
Sales Office	()	PHILADELPHIA			
Salesperson	()	MELISSA PALOMBO			
Salesperson Phone#	215-344-1811				
Salesperson FAX#					

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	30	TU	5P-530P	EYEWITNESS NEWS @ 5PM	:30	\$425.00	08/21-08/21	1	1	1	\$425.00	
Rating: 4.3												
	31	W	6P-630P	EYEWITNESS NEWS @ 6PM	:30	\$500.00	08/15-08/15	1	1	1	\$500.00	
Rating: 5.0												
	32	TH	6P-630P	EYEWITNESS NEWS @ 6PM	:30	\$500.00	08/16-08/16	1	1	1	\$500.00	
Rating: 5.0												
	33	M	6P-630P	EYEWITNESS NEWS @ 6PM	:30	\$500.00	08/20-08/20	1	1	1	\$500.00	
Rating: 5.0												
	34	SU	5P-530P	EYEWITNESS NEWS AIRS SUN 430-5P SE	:30	\$275.00	08/19-08/19	1	1	1	\$275.00	
Rating: 2.4												
	35	TU	630P-7P	EYEWITNESS NEWS @ 630P	:30	\$500.00	08/14-08/14	1	1	1	\$500.00	
Rating: 4.3												
	36	TH	630P-7P	EYEWITNESS NEWS @ 630P	:30	\$500.00	08/16-08/16	1	1	1	\$500.00	
Rating: 4.3												
	37	M	630P-7P	EYEWITNESS NEWS @ 630P	:30	\$500.00	08/20-08/20	1	1	1	\$500.00	
Rating: 4.3												
	38	TU	630P-7P	EYEWITNESS NEWS @ 630P	:30	\$500.00	08/21-08/21	1	1	1	\$500.00	
Rating: 4.3												
	39	TU	1035P-1135P	TONIGHT SHOW WITH JAY LENO	:30	\$245.00	08/14-08/14	1	1	1	\$245.00	
Rating: 3.0												
	40	W	1035P-1135P	TONIGHT SHOW WITH JAY LENO	:30	\$245.00	08/15-08/15	1	1	1	\$245.00	
Rating: 3.0												

Station KOB-TV ALBUQUERQUE, NM.
Advertiser ().HEINRICH FOR NM-1
Product MARTIN HEINRICH
Estimate# 2200
Buyer Cathie Herrick
Phone#
Fax#

Agency () BUYING TIME
650 MASSACHUSETTS AVE,N.W., SUITE 210
WASHINGTON, DC 20001
Agency C/P1/P2/E 334/332/2200
Flight Dates 08/14/2012 - 08/22/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () MELISSA PALOMBO
Salesperson Phone# 215-344-1811
Salesperson FAX#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	41	TU	9A-10A	TODAY SHOW 2	:30	\$200.00	08/14-08/14	1	1	1	\$200.00	
Rating: 2.8												
	42	W	9A-10A	TODAY SHOW 2	:30	\$200.00	08/15-08/15	1	1	1	\$200.00	
Rating: 2.8												
	43	TH	9A-10A	TODAY SHOW 2	:30	\$200.00	08/16-08/16	1	1	1	\$200.00	
Rating: 2.8												
	44	M	9A-10A	TODAY SHOW 2	:30	\$200.00	08/20-08/20	1	1	1	\$200.00	
Rating: 2.8												
	45	TU	9A-10A	TODAY SHOW 2	:30	\$200.00	08/21-08/21	1	1	1	\$200.00	
Rating: 2.8												
	46	W	9A-10A	TODAY SHOW 2	:30	\$200.00	08/22-08/22	1	1	1	\$200.00	

---REPORT TOTALS---

Report Totals: 46 / \$16,965.00

---SALES MONTHLY TOTALS---

Aug 12: 46 / \$16,965.00
Sales Totals: 46 / \$16,965.00
Station Totals: 46 / \$16,965.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$33,193	CABL 0%	KASA 0%	KASY 0%	KLUZ 0%	KOAT 0%
		KOB 51%	KRQE 47%	KTEL 0%	KWBQ 0%	

---COMPETITIVE COMMENTS---

Station KOB-TV ALBUQUERQUE, NM.
Advertiser ().HEINRICH FOR NM-1
Product MARTIN HEINRICH
Estimate# 2200
Buyer Cathie Herrick
Phone#
Fax#

Agency () BUYING TIME
650 MASSACHUSETTS AVE,N.W., SUITE 210
WASHINGTON, DC 20001
Agency C/P1/P2/E 334/332/2200
Flight Dates 08/14/2012 - 08/22/2012
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Rep Firm
Sales Office () PHILADELPHIA
Salesperson () MELISSA PALOMBO
Salesperson Phone# 215-344-1811
Salesperson FAX#

SHARES ESTIMATED

Books null
Demos RA35+

— CREDIT RISK —
CASH IN ADVANCE